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AUTHOR Richstad, Jim
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ABSTRACT

A study examined the diversity of news and cultural programing sources available to the Pacific Islands news media from international broadcasting and from related activities of countries outside the region. Questionnaires dealing with the use of international broadcast programs in the Pacific Islands radio services, how managers view listener interest in news and other countries, translation, and monitoring were developed and sent to all Pacific Islands broadcasting services, as well as those international services indicating that their signal could reach the Pacific Islands. Among the conclusions suggested by the data are that (1) island broadcast services make heavy use of international broadcasting for world news, (2) Radio Australia is the leading international broadcaster in the Pacific, and (3) international broadcasting is clearly an important part of Island broadcasting. (DF)

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INTERNATIONAL BROADCASTING IN THE PACIFIC ISLANDS

By

Jim Richstad
School of Journalism and Mass Communication
University of Oklahoma
Norman, OK 73019

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International Broadcasting in the Pacific Islands

Pacific Islands broadcasting services use a wide array of news and public affairs programming materials--some with direct re-broadcast--from international broadcasting organizations. This widespread use of international materials is an integral part of most Island broadcasting services programming. By far the most important international service to the Islands is Radio Australia. The other significant international services are Radio New Zealand, Voice of America, and the British Broadcasting Corporation. The overseas broadcasts from France are important in the "French" Pacific.

A study of the extent and nature of the use of international broadcasting in the Pacific Islands was conducted in mid-1985 at the Institute of Culture and Communication, East-West Center. The study was designed to describe and analyze the diversity of news and cultural programming sources available to the Pacific Islands news media from international broadcasting and related activities of countries outside the region. The study includes an evaluation of the importance of such broadcasts to Island broadcast services as well as the types of programming and the sources of programming.

Access to regional and international news has for the past decade been considered a primary communication problem in the Pacific Islands (Forum 1974). Several meetings of journalists and broadcasters have considered ways of increasing and improving that flow (Richstad 1981), and an extensive flow-of-news study has shown historical/colonialist-structured news flow patterns (Richstad 1978). There is no similar study for the flow of cultural materials but this also has long been a concern in the Pacific Islands and there have been numerous expressions on "cultural imperialism" (Waqavonovono 1981). A comprehensive study of the flow of theatrical films in the Pacific also showed a pattern consistent with a historical/colonial-based structure (Takeuchi 1981).

Questionnaires were designed to determine the use of international broadcast programs in the Pacific Islands radio services, how station managers view listener interest in news and other countries, translation, monitoring and other related matters. The questionnaires were mailed in February and March 1985, and most of them were returned by June. A different questionnaire was sent to international broadcasters at the same time, and will be reported elsewhere.

The questions for Pacific Island services clustered on the use and value of international broadcasts for their

organizations. For international broadcasters, the questions focused on what service they provided to the Islands, if any, and how important such service was in reference to particular programs, staff assignments and other indicators.

The questionnaires were sent to all Pacific Islands broadcasting services, and to those international services that indicated that their signal could reach the Pacific Islands. In all, some 28 questionnaires were sent to the Pacific Islands, and some 70 to international broadcasters. Twenty returns were made from Pacific Island broadcast services.

The Pacific Island return was almost complete, with the important exceptions of New Caledonia and French Polynesia, or Tahiti. In addition, Wallis and Futuna did not respond, leaving only Vanuatu to represent in its way the French broadcast influence in the Pacific. Other non-respondents included two stations on Guam and one on Saipan, although there were respondents from other stations in those areas.

Several relatively minor problems arose with incomplete questionnaires and contradictory answers within questionnaires, and, the most important, the lack of response by New Caledonia, French Polynesia and Wallis and Futuna services. The incomplete questionnaires were adjusted or returned for clarification, as were the contradictory answers (e.g. not listing Radio New Zealand as being received, yet listing programs from New Zealand as important ones).

The Pacific Islands represent recognized geographical and cultural areas, and little attention is paid to them on the world communication scene. The Islands can be divided into three distinct cultural regions that date back to precontact time. The three major cultural areas which blend into one another at certain points are Micronesia, Melanesia and Polynesia. Papua New Guinea, with 65 per cent of the total population of the Island states, is the central nation of Melanesia, which extends through the Solomons to Fiji. Fiji is a major interface among the regions, exhibiting certain physical and cultural links with Melanesia but with few characteristics of the acephalous, egalitarian form of Melanesian social organization.

The Polynesian islands include Hawaii, Tahiti, Samoa, New Zealand, Tonga and numerous smaller islands and groups in the central Pacific.

As in Fiji, the indigenous areas of Micronesia, such as the Carolines, Marianas, Marshalls, Tuvalu, and Kiribati, show

marked cultural and physical affinities with Polynesia.

The impact of Western contacts, in the form of trade and colonization, has taken various forms among the Island states. In some states, such as Papua New Guinea, Western Samoa and Fiji, large indigenous populations and cultures have survived up to independence. Despite the survival of traditional cultures in some of these countries, colonial influences have helped create new patterns of communication both internally and externally in the region. For example, the influence of the British (and by extension Australia and New Zealand) has been significant in the external communication patterns of Papua New Guinea, Fiji, Kiribati, Tuvalu, the Cook Islands, the Solomon Islands, Western Samoa, Tonga, Nauru, Norfolk and Niue. The French have had considerable impact on external relations of French Polynesia, New Caledonia, Vanuatu and the Wallis and Futuna Islands. The United States has been influential in American Samoa, Guam, and the still evolving new areas of the Commonwealth of the Northern Marianas, the Federated States of Micronesia, Palau and the Marshalls.

These established colonial structures have been undergoing restructuring since the emergence of political independence in the area and the movement to pull together the vast and diverse cultural and economic groupings into a "Pacific Community" movement started in the late 1960s. The colonially structured influences and continuing ties have been so pervasive, however, that it is still possible to speak generally of the "British", "French" and "American" traditions as factors in the Pacific Islands external communication patterns.

The Pacific Islands offer a number of reasons for communication study, in addition to the more general ones applicable to any research. The Islands are the final area in the world, for example, to shed the vestiges of colonialism--a process still unfolding there. The Pacific Ocean is an important strategic area for the United States and other countries, and the area could set important precedents for such issues as "nuclear-free" areas and the 200-mile fishing zones. The Islands also provide a manageable context for regional studies, an evolving area of international research (Janowitz 1981), and for the particular study of island systems. Alexander (1980), for example, notes that "political, economic, and social issues often show up more clearly, and are more readily measurable, in island groups, or 'systems,' than is the case on the mainland."

Most of the research in international broadcast concerns the individual listener, with little attention to the kinds of uses the Pacific Island broadcasting services are making of the broadcasts (Browne 1982). This study focuses on how such programs are used by broadcasting services, and their perceptions of the value of the programs to their listeners, and does not examine individual listenership of international broadcasts.

PACIFIC ISLANDS FINDINGS

Reception and Ranking of Reception

Radio Australia stands out as the most received international broadcasting service as well as the one with the best reception signal. In all, the Pacific Islands broadcasting services listed reception from nine different countries--Australia, the United States, Britain, and New Zealand are the "big four" of international broadcasting in the Pacific, with France, Japan, the Soviet Union, Indonesia and the Philippines with reception in a limited number of areas (see Table 1).

Of the total 20 responses by Island broadcast services, 15 of them ranked Radio Australia as the service with the best reception. The only places where this were not so was in the American Micronesia areas of Guam, Saipan, Federated States of Micronesia and Palau. The Marshalls, part of that general area, did rank RA as best, however, and FSM ranked it second best. Radio Samoa in American Samoa also listed RA as one. Palau gave it the lowest ranking of four, after Voice of America, Radio Moscow, and Radio Japan. Saipan was the only service that failed to list RA, putting VOA as one and not listing any other services as received. Eighteen of the 20 responses listed RA, the highest of all the services (See note 1).

VOA was the only other international broadcasting service (IBS) to receive a rating of one for best reception--from the Micronesian areas of Palau and the Federated States of Micronesia. Saipan listed the Associated Press as its number one (and only one). VOA received second ranking from six services--Fiji, the Solomons, Western Samoa, American Samoa, Kiribati and the Marshalls. It was listed third best by Tonga, the private Cook Islands station Ikurangi, and Papua New Guinea. Norfolk and Vanuatu gave VOA its lowest rankings of four and five, respectively. In all, 14 of the 20 services listed VOA reception, second only to RA.

BBC and Radio New Zealand each were listed by 11 Pacific Island broadcasting services (PIBS), with RNZ receiving generally higher rankings for best reception. RNZ was ranked two by five PIBSs--Tonga, Ikurangi, Niue, Norfolk and Radio Cook Islands. It is three in Fiji, Federated States of Micronesia and the Marshalls (See note 2), and four in Kiribati, Vanuatu and Western Samoa (See note 3). BBC was ranked two for reception by Vanuatu, and three by the Solomons, Niue, Norfolk, Western Samoa and Kiribati. It was four by Fiji, Tonga, Ikurangi and PNG. It was five by Yap (but not listed for the rest of the FSM).

After the "big four", Radio Japan was listed by three PIBSs for reception--Palau as three, Yap as two, and FSM as four (See note 4). The Voice of the Philippines was ranked as six by Palau and four by Yap. Palau ranked Radio Moscow as number two, behind

VOA, and Vanuatu ranked France as three, behind RA and BBC.

Palau, Yap and Vanuatu provided the most diverse reception among the Island states. Palau, for example, was the only PIBS to fill out the questionnaires six spaces for best signal reception, and it listed in order VOA, Radio Moscow, Radio Japan, RA, Voice of Indonesia and Voice of the Philippines. It was the only PIBS to list Radio Moscow and the Voice of the Philippines. Notably absent from the Palau list are the BBC and RNZ. Yap listed five receptions--VOA, Radio Japan, RA, Voice of the Philippines and BBC. Vanuatu, the only "French" area to respond in the survey to date, also listed five best reception services--RA, BBC, France, RNZ and VOA.

Outside the "big four", Radio Japan received three mentions--all from the closer services in Micronesia--Palau, Yap and FSM. The Voice of the Philippines was listed by two close-by services in Micronesia--Palau and Yap. Indonesia was listed only by Palau, and Radio Moscow also only by Palau. France was listed only by Vanuatu, but would be much stronger if French Polynesia, New Caledonia and Wallis and Futuna had responded.

Use and Importance of Programs

Most useful services and types of programming. News and/public affairs programming is by far the most important use of international broadcasting programming in the Pacific Island services. Overwhelmingly, PIBSs list news as the most important use of overseas broadcasting, and often the only programming that is used.

Radio Australia is again the dominant international broadcaster when Island services list the "most useful international broadcast service you receive" (See Table 2). Of the 16 PIBSs that responded to this question, 11 listed RA as number one and 2 listed RA as number two. VOA was ranked "most useful" by four services--Palau, Yap, FSM (in a tie with RA and RNZ), and the Marshalls, all in American Micronesia. RNZ was listed "most useful" by Tonga, Niue, and, in the three-way tie, FSM. BBC was listed "most useful" by Vanuatu in a tie with RA, and listed second by Fiji, the Solomons, Papua New Guinea and Kiribati, and third by Tonga, Norfolk and Radio Cook Island. PNG listed the Australian Broadcasting Commission as its number three most useful. ABC is the domestic service in Australia but received in neighboring PNG.

Radio Australia programming found most valuable was news and public affairs, exclusively in 10 of the 13 listings as "most useful." This was true in 32 of the 41 listings for all of the IBSs. Radio Japan and France were the only non-"big four" listings, by the Marshalls and Vanuatu, both for news. Cultural programming was listed by Norfolk for RA, and by Ikurangi and Radio Cook Islands for RNZ. Music was listed across the "big

four" by Radio Cook Islands, by the Solomons for VOA and RNZ, and by Nauru and Norfolk for RA, and Ikurangi and the Marshalls for RNZ. The Solomons was the only service that lists music programming alone, without news, and that for VOA and RNZ. It lists RA and BBC for news alone.

In summary, responses clearly show the primary usefulness of international broadcasting to Pacific Islands services is for news and public affairs programming, with music a distant second, and cultural programming limited to the Cook Islands (RNZ) and Norfolk (RA). All the Big Four services have at least one PIBSs that finds its musical programming useful.

Most useful specific programs. News and public affairs programs are predominately listed as the most useful specific programs by the PIBSs, although there is a wide variety of different programming listed. Several services listed such general programming types (as opposed to specific programs) in this section, and such designations as news and public affairs, world and Pacific news, Australian news, and so forth. Other general categories included sports (Norfolk--RA, Radio Cook Islands--BBC), education, health and science (FSM--VOA), and United Nations reports (FSM-UN). Of the specific programs for RA, "Four Corners" was listed by Kiribati, the Solomons and Nauru, with most listings for more general world and Pacific news. BBC's "World Service" (PNG) and "International Call" (Kiribati) were specified, as well as "BBC News and Topical programs" by Vanuatu. VOA's "Special English News" was listed by Yap, current affairs by Kiribati, and the "Breakfast Show" and "On Hour News" by the Marshalls. FSM listed VOA's 15-minute news, "Science Program", "Making of a Nation" and "Health Program". RNZ's specific programs included general mentions of news and the "Morning Report" (Radio Cook Islands), and topical (Vanuatu) and trade programs (Nauru). FSM listed the United Nations programs, and Vanuatu mentioned news from France.

Importance of IBSs in reporting news. Pacific Island broadcasting services rate the international services of "great importance" in their reporting of, particularly, world news. They also give high ratings to IBSs help in reporting regional Pacific news and even local news, although the ratings fall off.

International broadcast programs on news and public affairs were rated of "great use" by 16 of the 19 Island services that responded to the question, "How useful to the mission of your broadcast service are the international broadcast programs ...News and public affairs, Culture, Religion, Popular music/entertainment". Two services rated such programs of "some use" (Tuvalu and Saipan), and one as "little use" (Radio 57). Kiribati did not respond to the question. (See Table 3)

Cultural programs were rated of "great use" by Yap and Vanuatu, and of "some use" by nine services--Tonga, Ikurangi, Norfolk, Western Samoa, PNG, FSM, the Marshalls, Nauru and Radio

Cook Islands. "Little use" ratings were given by five services--Fiji, Radio 57, the Solomons, Saipan and Radio Samoa. Four services gave no rating at all--Palau, Niue, Kiribati and Tuvalu.

Religious programming received the lowest overall ratings, with only Vanuatu giving it a "great use" (which it did to the other categories as well). Five services rated religious programming of "some use"--Tonga, Western Samoa, PNG, the Marshalls, Radio Cook Islands, and nine as "little use"--Fiji, Radio 57, the Solomons, Ikurangi, Norfolk, Yap, Saipan, FSM, Radio Samoa. Palau, Niue, Kiribati, Tuvalu and Nauru did not give any ratings on religious programming.

Popular music/entertainment programming was rated of "great use" by 7 of the 15 services responding to the question. They are Ikurangi, Yap, PNG, Saipan, Vanuatu, the Marshalls and Radio Cook Islands. A rating of "some use" was given by four services--Tonga, the Solomons, Norfolk, FSM. "Litte use" was by four services also--Fiji, Radio 57, Western Samoa, Radio Samoa. Palau, Niue, Kiribati, Tuvalu and Nauru did not respond on this category.

In commenting on the uses of international programming, the Marshalls wrote that, on news, "Most people here like to know what is going on around them, especially of the world's aggressions and international development." On culture, the service noted, "People like to know of different cultures around them." On religious programming, the Marshalls said, "Several different denominations have established themselves on the island and it is [useful] to know of different teachings and preaching." On popular music, the service said that "It is supposed that most people, especially youngsters, like music. Western and Pop music have enchanted most islanders."

Of the 19 PIBSs responding to a related question on "how important" are IBSs programs to coverage of local, regional and world news, 15 selected the response of "great importance," 2 (Saipan and FSM) selected "some importance," and 1 (Radio 57) selected "little importance," as it did for local and regional news as well. On regional news, eight PIBSs selected "great importance," four "some importance," and two (Radio 57 and Norfolk) as "little importance." On local news, nine listed "great importance," one (Radio Samoa) "some importance," and five "no importance."

In summary, world news clearly is the most important for Pacific island services, and there is a substantial showing for the importance of regional news, and, somewhat unexpectedly, there is also a substantial showing for the importance of local news from the international broadcasters. Tonga noted that it put world and regional news as "great importance" because "we cannot afford wire services."

One important finding from this question, at least the possibility, is the importance many of the Pacific Island

services put on the international broadcasts for local news. This may indicate that the "home country" news of the broadcaster may also be seen in some cases to be "local news" for the receiving country.

Specific uses of external programs. News dominated all of the different types of programming used by Island services, and this includes the way they were used. Eleven of the 17 PIBSs that responded to a question on how the external broadcast programs were used in PIBSs said they "rebroadcast all" of particular programs, and all of the programs rebroadcast in their entirety were news programs--public affairs, current events, world affairs, news (see Table 4). Rebroadcasting of excerpts, in another example, showed four of the seven responses were for news, one for sports, and two excerpts rebroadcasts were not specified.

News was again specified as the program type for translation and then rebroadcast. Ten of the 12 services that responded on translation listed news. Sports was the only other specified program type (by Yap) and two others noted unspecified types of program translation.

Use of international broadcasts for background for staff members was listed by three services (PNG, Vanuatu, Radio Cook Islands) although none specified program types. The FSM specified that it shared health programs with other agencies, and Radio Cook Islands noted it shared programs with other agencies but did not specify program types.

Strongest, Weakest Features

Responses varied widely when Island services were asked to give their opinion on the strongest features of international broadcasting. Thirteen of the 20 services gave specifics and general comments.

Strongest features of international broadcasts. News again was seen as the strongest feature of international broadcast services, with 12 of the 13 responses listing news. These included Fiji, the Solomons, Ikurangi, Niue, Norfolk, Yap, PNG, FSM, Vanuatu, the Marshalls and Radio Samoa. Western Samoa listed the strong points as the level of broadcast language was easy to understand and good reception. Those services not responding included Radio 57, Tonga, Palau, Kiribati, Tuvalu, Nauru and Radio Cook Islands. Saipan noted that the Associated Press service it receives is current at broadcast time.

Specific responses included "immediacy of world news" and comprehensive coverage (Fiji); "immediacy of having international events" and the broad scope of programs received (the Solomons); world news and world sports (Ikurangi); recency and "the only means of keeping up with current news" (Niue); accurate and

up-to-the-minute reporting (Norfolk); news and commentary (Yap); "inform and educate our listeners about the outside world" (PNG); only news features (FSM); news and current affairs (Vanuatu); international news for English-speaking people and sports (the Marshalls); "up-to-the hour" reporting (Radio Samoa).

Other strongest points listed besides news include "broad scope of programs received" (the Solomons); "good general entertainment" (Norfolk); commentary (Yap); "establishes idea of international community (PNG).

Weakest features of international broadcasts. Poor signal quality and variation and reception were listed by five Island services as one of the weakest features of international broadcasts (Fiji, Niue, Norfolk, Saipan and the Marshalls). Other weaknesses varied, with some very specific concerns expressed. The Solomons, for example, said that VOA news was "parochially biased" and that RNZ's main interest was in the eastern Pacific. Western Samoa said "inaccuracy in pronunciation of regional names" was a weakness, and Fiji was concerned about "irrelevant material." Niue noted "lots of filler items." Yap listed religion as a weakness but did not specify the nature of the concern. The Marshalls noted that "music is often interrupted," and said the music loses interest, and that "most popular music is available here."

Twelve of the 20 Island services did not list any weakness in international broadcast services. These are Radio 57, Tonga, Ikurangi, Palau, PNG, Kiribati, Tuvalu, FSM, Vanuatu, Nauru, Radio Cook Islands and Radio Samoa.

Audience Assessments of News, Country Interests.

Three questions were asked to determine what catetories of broadcast programming the Pacific Islands listeners were most interested in, what countries were of most interest to them, and if and how listenership was assessed by the broadcast services. The services were asked to assess listener interest by categories of news and countries.

Audience assessment. Thirteen of the 18 Island services that responded said they had some form of audience assessment. Those indicating no assessment were Radio 57, the Solomons, PNG, Kiribati and Tuvalu. Not responding to the question were Niue and Saipan.

Personal conversations were listed by 11 services as a means of audience assessment (Fiji, Tonga, Ikurangi, Palau, Western Samoa, Yap, FSM, the Marshalls, Nauru, Radio Cook Islands, Radio Samoa), 8 listed telephone calls (Ikurangi, Norfolk, Western Samoa, Yap, the Marshalls, Nauru, Radio Cook Islands, Radio Samoa), 7 listed listenership surveys (Tonga, Palau, Norfolk, Western Samoa, Yap, FSM, the Marshalls), and 3 listed letters (Western Samoa, FSM, Radio Cook Islands).

Western Samoa was the only service listing all four means of audience assessment, while Yap, FSM, the Marshalls and Radio Cook Islands listed three. All services except Fiji listed at least two means (Fiji listed personal conversations but did not list a much earlier listenership survey, about 1970). Western Samoa conducted its listenership survey in 1979 (see Pacific Islands Communication Journal, 11:1 (1982), pp. 4-13). Vanuatu reported it was preparing an audience survey for late in 1985. FSM noted that its listeners "like news features every time we monitor."

Country interests. Pacific radio services assessments show a strong listener interest in other Pacific Islands countries, and a medium interest in other developing countries outside of the Pacific.

Pacific Island interest is strong in the countries of Australia, New Zealand and the United States, following the news use patterns noted earlier.

First ranking in interest for 10 of the 20 Pacific Islands services is other "Pacific Islands" countries, followed by five highest rankings for the United States, three for New Zealand, and two for Australia. (See Table 5) After setting aside the ratings to "Pacific Islands" and "other developing countries", a revised assessment of rankings can be developed for Australia, New Zealand and the United States. And France comes into the picture. Fiji, for examples, ranks Australia highest after other Pacific Island countries, as does the Solomons, PNG and Nauru. Those, plus Norfolk and Tuvalu which ranked Australia highest to begin with, total 6. New Zealand has the highest ranking from Ikurangi and Western Samoa, and Radio Cook Islands ranks it right after other Pacific countries. The United States is ranked highest in interest for Radio 57, Tonga, Yap, the Marshalls and Radio Samoa--all except Tonga in the "American" Pacific--and is ranked after Pacific Islands and other developing countries by Palau and FSM. France and Britain were ranked highest by Vanuatu after Pacific Islands and other developing countries.

Japan was the only other country that received significant rankings for interest from the Island services. Radio 57 and Yap, for example, ranked it second only behind the U.S. Palau ranked Japan ahead of the U.S. Setting aside for now the rankings for "Pacific Islands" and "other developing countries", Japan received, under this classification, a top ranking from Saipan, and rankings of second by Palau and FSM, of third by PNG, fourth by Tonga, the Solomons, Western Samoa, and Kiribati, and fifth from Ikurangi, Norfolk, Tuvalu, Nauru and Radio Cook Islands. Vanuatu ranked it sixth, after the general categories of Pacific Islands and other developing countries. Japan was not ranked by Fiji, Niue, the Marshalls and Radio Samoa. Although most of the higher rankings for Japan came from

geographically closer Island states, there is a broader indication of interest.

In summary, most of the assessments of country interest by the Island services follow historical/colonial patterns in the Pacific, with the "American" Pacific countries giving their highest ranking to the United States, the "British" Pacific rankings go to Australia and New Zealand, and the "French" Pacific to France (on the limited data available). Some changes in pattern include Tonga's ranking of the United States for listener interest ahead of Australia and New Zealand, the U.S. ranking ahead of New Zealand by the Solomons, and the ranking by Saipan of Japan ahead of the U.S.

WHAT LISTENERS WANT

What do the Island listeners want from their radio services? The services were asked for their assessment of "what you feel your listeners want/need from your overall radio programming." Options included world news, Pacific regional news, local/national news, entertainment/music, sports, religious, and others.

Ten of the 19 responses ranked local/national news as the first priority (there were two services that gave multiple rankings on this category). Five other services put local/national news as second. All but two of the 19 responses put this category as first, second or third in listeners wants/needs. Entertainment/music was ranked first by 6 services and second by another 6, and 15 of the 19 services put it in the top three. (See Table 6)

World news was ranked first by three services, second by two, and third by six services, for a total of 11 out of 19 services that put world news in the top three for listeners wants/needs from broadcasting services.

Pacific regional news was ranked first (with local/national) by one service (Radio Cook Islands) and second by five services, and third by three, for a total of nine rankings in the top three for listeners.

Sports shared one first ranking with local/national news and religious programs (Vanuatu), drew a single second ranking (Nauru), and four rankings at third, for a total of six rankings in the top three wants/needs for listeners.

Religious programming shared one first ranking with sports and local/national news (Vanuatu), and two rankings at third, for a total of three rankings in the top three wants/needs for listeners.

"Other" wants/needs listed by the radio services included "general information" (the Solomons), women's affairs and

extension press (PNG), and weather (the Marshalls).

Taking all of the rankings and totaling them gives an order of overall importance the Island radio services put to their listeners wants/needs. A few of the cells were filled in to give each service a ranking for each category. The results are:

1. 36.5 -- local/national news
2. 51.5 -- entertainment/music
3. 69.5 -- world news
4. 70.5 -- Pacific regional news

Monitoring of International Broadcasts.

One way to assess the importance and use of international broadcasts is to determine how those broadcasts are monitored by the Island services. Several of the questions deal with what international services are monitored, what types of programs are listened to, taped, transcribed and otherwise used. In addition, Island services were asked if they "receive and monitor broadcasts from any...Pacific Islands" services. Monitoring, particularly taping and transcribing, are major efforts for relatively small Island services, and indicate a value to those programs and international broadcasters.

Eighteen of the 20 Island services indicated they monitor in some way international broadcasts (Radio 57 and Saipan were the exceptions) and many of them tape and transcribe the programs, indicating a high degree of interest and value. (See Table 7) In all, Island service transcribe at least 22 different programs from IBSs, with many transcribing from more than one IBS. Eleven of the 18 reported they transcribe at least one international program. At least 24 programs were taped by 10 Island services from four different IBSs. Eleven Island services indicated they listen to international broadcasts, and one (Norfolk) reported it relayed the broadcasts.

As with other responses, the Island services listening, taping and transcribing activities focus strongly on news and public affairs programming. All of the Island servcies that monitor IBSs do so for news and public affairs programming, although some also monitor for agriculture, science, music, development matters and sports. Fiji reported it tapes all of the "big four" international broadcasters and transcribes VOA. Tonga, in another example, indicates it tapes and transcribes news programs from the "big four."

Island services registered a total of 70 instances of listening, taping, transcribing or relaying. Of these, 39 were for news and nine for public affairs programming, for a total of 48 instances of monitoring for news/public affairs, or almost 4 out of 5. Seven instances of monitoring development materials were noted, and the same number for sports.

Three services responded to the question of whether they knew of other agencies that monitor international broadcasts. Radio Cook Islands and Ikurangi named each other as monitoring international broadcasts, and the Marshalls service said that the Marshall Islands Journal newspaper monitors international broadcasts. FSM noted that "most American citizens in FSM monitor VOA." So, based on the responses of the island services, very little monitoring of international broadcasting is done by agencies other than the Island broadcast services themselves.

Do the Island broadcasters listen to each other? Not many do, according to responses to the questions, "Do you receive and monitor broadcasts from any...Pacific Islands" services? Those responding affirmatively were Tonga, Niue, Kiribati, Vanuatu, the Marshalls and Radio Cook Islands.

Tonga monitors news and sports programs from Fiji, Western Samoa, American Samoa and Papua New Guinea. Niue receives Fiji and monitors for news from Western Samoa, American Samoa and Tonga, and noted it also monitors Papua New Guinea but did not specify program content. Kiribati said it "listens sometimes" to news from Radio Fiji. Radio Cook Islands monitors Fiji, Western Samoa, Tahiti and PNG for music. The Marshalls listed the South Pacific Commission, probably referring to the circulation of taped programs from SPC. Western Samoa and American Samoa, although within easy reception of each other, did not report listening to or monitoring of each other.

Identification of Source of International Materials

Virtually all of the Island services identify the source of the international programming that they use. Fifteen of the 19 services that responded to a question on identification of sources said they gave the source "all of the time." Western Samoa, Kiribati and FSM said they gave the source "most of the time," FSM said it did most of the time for news and "some of the time" for health programs, and Tuvalu said it "rarely" gave the source. Saipan, which doesn't use external programs, said it would identify the sources if it did use such programs, and Radio 57 did not respond to the question (it doesn't use external programs, either).

This almost complete identification of the sources of external news and other programming in broadcasting can be compared to earlier news flow studies involving newspapers in the Pacific (Richstad 1981) in which about 30% of the international news stories in Island newspapers did not include the source of the news (source in this case being the news agency or other supplier of the news).

Degree of Language Difficulty

English is a second or third language for most members

of Pacific Island audiences, and this raised the question of the degree of difficulty of the international broadcasts for the different Island listeners. Island services were asked to assess whether international broadcast language was "very difficult," "difficult," "somewhat difficult," "most can understand easily" and "not difficult at all."

Fifteen of the services out of 18 respondents said "most can understand easily" the international programs, predominately for the news programs. Three other services said the broadcasts were "not difficult at all" for their listeners. Thus, of the total of 22 responses on degree of difficulty, 18 were in the two easiest to understand categories. The only responses indicating a degree of difficulty came on multiple responses by Island services.

Fiji, for example, rated the BBC "Hindi News" as "somewhat difficult" while saying the Radio Australia English News was "most can understand easily." The Solomons rated current affairs programs as "difficult" but news as "most can understand easily." FSM gave three ratings of difficulty--for science news it rated "very difficult," for health programs it was "somewhat difficult," and the VOA Special English news as "most can understand easily.

Translation of International Broadcasts

Fourteen of the 20 Island services responding said they translate some of the international broadcasts--all news and public affairs programs--from English and French to their national languages, and one, Radio Samoa, said it translates the United Press International teletype articles from English to Samoan. Those indicating they do not translate international broadcasts include Radio 57, Ikurangi, Norfolk, PNG, Saipan and Radio Samoa. English is the language of the original international broadcast in 17 of the 18 cases, with a single case of French (again, New Caledonia and French Tahiti services did not respond to the questionnaire). Translations from English and French are into 17 different national languages. The radio services and the languages of translation are:

Radio Service	Translation from-to, type of program
Fiji	English to Fijian (public affairs) English to Hindi (public affairs)
Tonga	English to Tongan (news)
Solomons	English to Solomon Island Pijin (World News, Monday to Friday)
Palau	English to local venacular (news)
Niue	English to Niuean (news)

Western Samoa	English to Samoan (World News)
Yap	English to Yapese (news)
Kiribati	English to Kiribati (news)
Tuvalu	English to Tuvaluan (news only)
Federated States of Micronesia	English to Trukese, (only world news) Pohnpean, Kosraen, (Yapese note above)
Vanuatu	English to Bislama (news, Topical Tapes) French to Bislama (news, Topical Tapes)
Marshalls	English to Marshallese (news)
Nauru	English to Nauruan (news)
Radio Cook Islands	English to Cook Islands Maori (World News, Short Stories)

Availability of Other External Programs

Island services have access to a wide variety of programming materials from international sources. These include tapes and other materials from a variety of organizations, such as the South Pacific Commission, United Nations agencies, government information services, and materials from the international broadcasters themselves. Canada, for example, is not received in the Pacific with its broadcast services, but circulates taped programs.

BBC has an elaborate Transcription Service, as do other organizations. Sixteen of the 20 Island services responded positively when asked, "Besides international broadcasts, what programming sources are available to your service...." Deutche Welle and Radio Nederlands showed up in several listings, and the South Pacific Commission's taped programs also were noted several times. Those services that did not list any outside sources include Radio 57, Ikurangi, Palau, Saipan and Radio Samoa. The radio services and their listings follow:

Radio service	Sources available
Fiji	Radio tapes service; commercially produced radio programs; Australian Associated Press (AAP)
Tonga	South Pacific Bureau of Economic Cooperation; South Pacific Commission; Diplomatic missions;

	ILO; WHO
Solomons	Radio Nederlands; CBC (Canada); Australian Information Service; Deutsche Welle
Niue	Transcription
Norfolk	Australian Broadcasting Commission; RNZ; BBC; UN Radio; Deutsche Welle; Radio Nederlands
Western Samoa	Deutsche Welle; UN Radio; Radio Nederlands; BBC; RA
Yap	FSM Information Service; Pacific Daily News
Papua New Guinea	Australian Information Service; BBC Transcription Service; UNPD
Kiribati	SPC; University of the South Pacific; South Pacific Forum
Tuvalu	Pacific Link; Pacific Connection (New Zealand); Focus on Science (Australia); UN Calling; Commonwealth (London)
Federated States of Micronesia (FSM)	Trade Development Program; Pacific Voices
Vanuatu	SPC programs; EEC programs
Marshalls	NASA; SPC
Nauru	Pacific Voices
Radio Cook Islands	SPC; Fiji; Asian Institute of Broadcasting Development (AIBD); ABC

News Flow from Islands to IBSs

Concern about a "one-way flow of news" from the developed countries to the developing countries has been a major world issue since the early 1970s, and efforts through Unesco and other organizations have tried to create "free and balanced" flow of news. Island services were asked if they supply news to international broadcasters, and, if not would they do so if asked.

Eleven of the 20 responding services said they supplied

news to IBSs, and six of those who do not supply news said they would if asked. Local and national news of regional interest is what is usually supplied, with New Zealand and Australia the most common international broadcasters to whom the stories are sent.

Fiji, Western Samoa and Vanuatu send news to both Australia and New Zealand, and services sending to Australia alone are Kiribati, Tuvalu, and Radio Samoa. Those sending to New Zealand alone include Tonga, Solomons, Niue and Radio Cook Islands.

The six services who said they would send news if asked are Ikurangi, Norfolk, Yap, PNG, Saipan and the Marshalls. Nauru and Palau indicated they would not send news if asked.

The beginnings of some Pacific regional exchanges turned up in the questionnaires and elsewhere, with Kiribati, Western Samoa and Vanuatu noting they send news to other Pacific countries. FSM said they send news to the Associated Press and the Pacific Daily News, as well as to diplomatic services.

Policies on Use of International Broadcasts

There are virtually no written policies in Island services regarding use of international broadcasting materials. Kiribati indicated it had a written policy, and the Marshalls said it is a written policy that news from the Soviet Union is restricted. Otherwise, no written policy on international broadcasts was indicated.

There were, however, unwritten policies that guide broadcast policy in this area. Fiji, for example, judges international broadcasts by "relevance to our listeners" and "signal quality." The Solomons says "variety" is the main guideline, and Norfolk says its informal policy is to "provide news bulletins throughout the breakfast session and once during both the morning and evening sessions." Palau said it is "Government policy that all items received for broadcast from any other source besides VOA be reviewed and processed for broadcast if determined for broadcast."

Western Samoa noted that "in translation of World News, items on Samoa are left out." Saipan said it uses that "which affects Saipan." FSM said there is no policy except to get permission from such as VOA, Radio Australia, etc. Radio Samoa reported it is policy to acknowledge the source of the program, giving the date and time of reception. Vanuatu said it was in the process of drafting a broadcast policy.

SUMMARY

Several important findings emerged from this study of international broadcasting to the Pacific Islands, and the Islands use of such materials in their services and stations.

The 20 responses from Island services included practically every service in the Pacific Islands, with the notable exception of Tahiti and New Caledonia. Without Tahiti and New Caledonia, the impact of the French overseas broadcasting service cannot be accurately assessed.

The basic findings are that Island broadcast services make heavy use of international broadcasting for world news, significant use for regional news, and use such broadcasts even for local news; that Radio Australia on almost every measure is the leading international broadcaster in the Pacific, and that Radio Australia, VOA, Radio New Zealand and BBC account for virtually all of the international broadcasting used by Island services, with the exception of the "French Pacific" areas. Radio Japan is the only other international broadcaster with significant attention by the Island services.

Island services said international broadcasting was of "great importance" in their reporting of news. A majority reported that the "rebroadcast all" of some news programs. Popular music and entertainment were listed second in importance, and cultural next. Religious programming received the lowest ratings.

International broadcasting clearly is an important part of Island broadcasting, and decisively so for world and probably regional news. Little concern was expressed directly on what seems to be a dependence on international broadcast services--run by the transmitting government in most cases--for news of the rest of the world. One broadcast manager noted he is concerned, "but we don't have any choice."

The historical/colonial pattern of center/periphery countries communication patterns is evident from the findings. The "American Pacific" areas rely heavily on VOA, while the "British Pacific" services give their greatest attention to Radio Australia, Radio New Zealand and the British Broadcasting Corporation. This pattern is similar to flow of news and films circulation studies conducted earlier, although there are signs of the beginning of changes in this pattern.

NOTES

(1) Radio 57, Guam, did not list any international services. It is an American-style privately owned commercial station, and follows that style of programming. Although it does not receive or use international broadcasts, its responses to some of the questions are useful. The station on Saipan, WSZE, also noted it did not use international broadcasts.

(2) The Marshalls listed reception by RNZ but did not rank it, and therefore it was given the next lower ranking.

(3) Western Samoa listed reception by RNZ but did not rank it, and therefore was given the next lower ranking.

(4) Yap is one of four states of the Federated States of Micronesia, and responded early to the questionnaire. The other FSM states--Ponape, Korsae and Truk--did not respond at first, and in a later response, a broadcast officer of FSM grouped the services together in one response. Differences between the responses of Yap and FSM overall are noted. FSM listed but did not rank Radio Japan, and it was therefore given the next lower rank.

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TABLE 1. RANKING OF RECEPTION

	Radio Australia	Voice of America	British Broadcasting Corp.	Radio New Zealand	Voice of Indonesia	Radio Japan	Voice of Philippines	Radio Moscow	France	Other
Fiji	1	2	4	3						
Radio 57 (Guam)										
Tonga	1	3	4	2						
Solomons	1	2	3							
Ikurangi (Cook Is.)	1	3	4	2						
Palau	4	1			5	3	6	2		
Niue	1		3	2						
Norfolk	1	4	3	2						
W. Samoa	1	2	3	4*						
Yap	3	1	5			2	4			
PNG	1	3	4							2 (1)
Kiribati	1	2	3	4						
Tuvalu	1									
Saipan										1 (2)
FSM	2	1		3		4**				
Vanuatu	1	5	2	4					3	
Marshalls	1	2		3***						
Nauru	1									
Radio Cook Is.	1			2						
Radio Samoa	1	2								

KEY TO SERVICES: The services listed in the tables and text are government owned and operated unless otherwise indicated. Radio 57 (Guam), Ikurangi (Cook Islands), and Radio Samoa (American Samoa) are run as private stations. PNG has the most extensive broadcast service, and Fiji and Western Samoa are multi-channel.

Notes:
* W. Samoa stated they received radio signals from New Zealand but did not rank reception, and RNZ was given next lower rank.
** FSM stated they received signals from Japan, but did not rank Radio Japan, and Radio Japan was given the next lowest ranking.
*** The Marshall Islands listed reception of signals from New Zealand, but did not rank Radio New Zealand, therefore RNZ was given the next lowest ranking.
1) PNG listed the Australian Broadcasting Commission as number 2.
2) Saipan listed AP Network as number 1.

TABLE 2. MOST USEFUL SERVICES, PROGRAMS

	RA	BBC	VOA	RNZ	France	Japan
Fiji	1 N	2 N	3 N	4 N		
Radio 57						
Tonga	2 N	3 N	4 N	1 N		
Solomons	1 N	2 N	3 M	4 M		
Ikurangi	1 N			2 N,C,M		
Palau			1 N			
Niue				1 N		
Norfolk (a)	1 N,C,M	3 (a) N		2 N		
W. Samoa	1 N					
Yap			1 N			
PNG (e)	1 N	2 N				
Kiribati	1 N	2 N		3 N		
Tuvalu (b)						
Saipan (c)						
FSM	1 N		1 N	1 N		
Vanuatu	1 N	1 N			1 N	
Marshalls	2 N		1 N	3 N,M		4 N
Nauru	1 N,M					
Radio Cook Is.	1 N,M	3 N,M	4 N,M	2 C,N,M		
Radio Samoa (d)						

KEY: N = News & Public Affairs
C = Cultural
M = Music

Numbers are Rank Ordering.

a. Rank for BBC not listed, and was put #3.
b. Tuvalu didn't respond on this question.
c. Saipan listed the Associated Press as #1, news.
d. American Samoa listed Mutual, NBC, Paul Harvey.
e. PNG listed ABC as #3, news.

TABLE 3. IMPORTANCE OF IBSs IN REPORTING NEWS

	News & Public Affairs	Cultural	Religious	Popular Music & Entertainment
Fiji	3	1	1	1
Radio 57	1	1	1	1
Tonga	3	2	2	2
Solomons	3	1	1	2
Ikurangi	3	2	1	3
Palau	3			
Niue	3			
Norfolk	3	2	1	2
W. Samoa	3	2	2	1
Yap	3	3	1	3
PNG	3	2	2	3
Kiribati				
Tuvalu	2			
Saipan	2	1	1	3
FSM	3	2	1	2
Vanuatu	3	3	3	3
Marshalls	3	2	2	3
Nauru	3	2		
Radio Cook Is.	3	2	2	3
Radio Samoa	3	1	1	1

KEY: 1 = Little use
2 = Some use
3 = Great use

TABLE 4. SPECIFIC USES OF PROGRAMS

	Rebroadcast All	Rebroadcast Excerpts	Translate then Broadcast	Background for Staff	Share With Other Agencies
Fiji	1	1	1		
Radio 57					
Tonga	1	3			
Solomons	1		1		
Ikurangi		1			
Palau	1		1		
Niue	1		1		
Norfolk	1	1			
W. Samoa			8		
Yap	1		1, 3		
PNG		8		8	
Kiribati	1		1		
Tuvalu					
Saipan					
FSM	1	1	1		2
Vanuatu	1		1	8	
Marshalls			1		
Nauru			1		
Radio Cook Is.		8	8	8	8
Radio Samoa	1				

KEY: 1 = Public, Current, World Affairs and News
2 = Health
3 = Sports
4 = Commentary
8 = Did not specify type of programming.

TABLE 5. COUNTRY INTERESTS

	Australia	New Zealand	U.S.A.	Japan	Britain	France	Pacific Islands	Other - Developing	Other
Fiji	2	3	5		6		1	4	4 (India)
Radio 57			1	2			3		
Tonga	2	3	1	5	4		6		
Solomons	2	4	3	5	6		1		
Ikurangi	2	1	4		5		3	6	
Palau	5		3	4	6		1	2	
Niue		1					2		
Norfolk	1	2	6		5		3	4	
W. Samoa	3	1	4	6			2	5	
Yap	5		1	2	6		3	4	
PNG	2	3	6	5			1	4	
Kiribati	2	4	5	6			1	2	
Tuvalu	1	3	5	6	4		2		
Saipan			3	2			1		
FSM	4	5	2	3	6	7	1	8	
Vanuatu					3	3	1	2	
Marshalls	2	3	1				4		
Nauru	3	5	4	7	6	8	1	2	
Radio Cook Is.	3	2	4	6	5	7	1	8	
Radio Samoa	4	5	1				2	3	

TABLE 6. WHAT LISTENERS WANT

	World News	Pacific Regional	Local/National	Entertainment/Music	Sports	Religious	Other	
Fiji	5	4	1	2	3	6		
Radio 57	3	4	1	2	5	6		
Tonga	3	2	1	6	4	5		
Solomons	6	5	1	2	4	3	7*	*General information
Ikurangi	2	4	5	1	3	6		
Palau	1	3	2	4	5	6*		*filled in
Niue								didn't fill in
Norfolk	3	4	2	1	5	6		
W. Samoa	1	2	3	4	5	6*		*adjusted
Yap	4	2	1	3	5	6*		*filled in
PNG	4	3	2	1	5	8	6* 7+	*Woman Aff. + Extension Press
Kiribati	6	3	2	1	5	4		
Tuvalu	1	2	3	6	4	5		
Saipan	6*	4	1	2	3	5		*filled in
FSM	3	2	1	4	5	6	7	didn't specify other
Vanuatu	2+	6	1*	2+	1*	1*		* 3 ranked #1; + 2 ranked #2
Marshalls	3		2	1	4	5	6*	*Weather
Nauru	6	5	4	1	2	3	7	
Radio Cook Is.	5	1*	1*	4	3	6	7	* 2 ranked #1
Radio Samoa	3	4	1	2	5	6		

TABLE 7. MONITORING OF INTERNATIONAL BROADCASTS -26-

	British Broadcasting Corp.	Voice of America	Radio Australia	Radio New Zealand	Radio Japan	Radio France
Fiji	C 3,4	C,D 4	C 3,4	C 5		
Radio 57						
Tonga	C,D 3	C,D 3	C,D 3	C,D 3		
Solomons	B,C 1,4	B,C 1,2	B,C 3,4	C 2,3,4		
Ikurangi	C,D 5	B 2	B,C,D 1,2,3,4,5	B,C,D 1,2,3,4,5		
Palau		B,C,D 1,3				
Niue	B		B,D 3	B,D 3		
Norfolk	X 3		A 1,2,3	X 3		
W. Samoa			B,C,D 1,3,4			
Yap		C,D 3	B			
PNG	C,D 3,5		C,D 3,5			
Kiribati	X 3	X 3	X 3	X 3		
Tuvalu				B,D 3		
Saipan						
FSM		X 3	X 3	X 3	X 2	
Vanuatu	B,D 3		B,D 3			B,D 3
Marshalls		B,D 3	B,D 3	B,D 3		
Nauru			B 3,5			
Radio Cook Is.	B,C 3		B,C 2,3	B,C 3		
Radio Samoa			C 3			

Key:

Types of Programming
1 - Development/Agri-Science
2 - Music
3 - News
4 - Public Affairs
5 - Sports

Uses:
A - Relay
B - Listen
C - Tape
D - Transcribe
X - Unspecified Monitoring